$475,955 for 130 kits

Arizona police fleet to get air-bag retrofit

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The police car air-bag retrofit program is now officially under way.

Successful bidder is Romeo Kojyo Co., Ltd., a Phoenix firm with Japanese connections.

After NHTSA evaluates the kits and tests them, they will be installed in 130 late-model Ford LTDs (now Crown Victorias) waiting in the Arizona police fleet. Selection of other police fleets and vehicles for the remaining 370 will be made later by NHTSA.

These are driver-only systems and are supposed to supplement the protection given by belts.

NHTSA's other air-bagged test-fleet program is not yet under way although NHTSA and the General Services Administration have agreed on the specifications for the systems, which will be original equipment. So far, Ford is the likely bidder for the 5,000 compact government cars. Response from potential bidders is expected next month.

Romeo Kojyo was formed in mid-1981 by David Romeo, formerly Talley Industries' director of its air bag program. Some cash was put up by Junichiro Takada, president of Takata Kojyo of Tokyo — a maker of seat belts, bags, air cushion systems and operator of test equipment and facilities.

Takata hopes to become an air-bag supplier to Japanese car makers.

Money, office space, facilities and some cash for Romeo's firm came from another Phoenix company, Armel Industries, a cabinet maker for big business and industry. Washington representation for Romeo has come from Al Yamada, of Mike Masaoka Associates, a Washington (D.C.) representative of several Japanese companies, including Takata Kojyo.

Romeo bid $457,955 for the 130 air-bag kits for the Arizona police fleet (that does not equate to $3,522.73 per air-bag system since the successful bid includes development testing and make-ready costs). The bid reportedly was lower than the only other bidder, Breed Corp., a New Jersey company.

Romeo's main mission is to provide complete air-bag retrofit systems including the steering wheel.

The sensors will come from Technar, Inc., Arcadia (Calif), supplier for the air-bag system developed by BMW, and designer and supplier for the B-1 bomber. Technar has also worked with Calspan and Minicars in their experimental vehicle programs and for North American Rockwell and General Dynamics, and has supplied sensors to Ford and General Motors.

The inflator will come from Bayern-Chemie, GmbH, a subsidiary of the German Messerschmitt-Boelkow-Blohm GmbH and the Wasag Group. This is the one bought by Daimler-Benz for the driver air-bag it uses.

The retrofit kits can be adapted with minor hardware changes to Ford, Chrysler and GM police fleet vehicles — ones which are generally on the large size.

So far, besides the interest expressed in Arizona, 17 other states responded to NHTSA inquiries. So did nine specific localities.

Under the contract, the government will do a crash evaluation of the system, both by sled test and actual crash, at its East Liberty (O.) facility.

The specific vehicle and the police fleet for the remaining 370 air-bag kits have not yet been selected.

Retrofit is done by replacing one steering wheel with another, installing crash sensors, and providing a proper electrical circuit.

The government will provide the kits made by Romeo at no cost to the police and Romeo will conduct a training program, but fleet owners will have to provide facilities and labor for installation and maintenance (if any).

Fleet operators must also supply NHTSA with any maintenance records and accident data (if any).

Urban Gorilla

Mitsubishi Motor Sales of America launched the Montero sports utility vehicle in 22 major import markets with an advertising/promotional theme of "Urban Gorilla." The theme underscores Montero's versatility as a commuter or off-roader.

Hoopla and high hopes greet Tempo/Topaz

By Roger Rowand
Engineering Editor

OAKVILLE, Ont. — Ford Motor Co. rolled its symbolic Job One Tempo/Topaz off the line here amid buoyant predictions of soaring sales, the music of a six-man band and the lusty cheers of employes wearing black and white commemorative baseball hats.

The car that was met with all the traditional trappings that go with the first of a series was a four-door academy blue Ford Tempo.

On hand was Harold A. Poling, executive vice president, Ford North American Automotive Operations. He referred to the star of the day as "our billion-dollar one-two punch that will increase our sales and market share in both the Canadian and U. S. markets."

Poling said 30,800 advance orders had been received from dealers. The cars go on sale May 26.

"We're expecting Tempo/Topaz to be the best-selling cars in North America," he said. "And we're expecting the production run starting now to be one of our longest and most successful.

"So today is a historic mo-

Continued on Page 47, Col. 1

GM's profits for quarter top $653 million

General Motors announced first-quarter profits of $653.1 million ($2.08 per share), its best showing since the second quarter of 1979.

The earnings were more than four times as much as in the first quarter of 1982, when net income was $128.3 million (41 cents a share).

GM cited efficiency gains, sales gains by its compact J-cars and midsize A-cars and GMAC profits as the main contributors to its profits gain.

GMAC earnings, including its Motors Insurance subsidiary, were $257.1 million. That was an increase of 88.6 percent from the first quarter of 1982, when GMAC earned $136.3 million. Most of the increase was from financing.

GM's sales volume of $16.74 billion was up 13.7 percent from the first quarter of 1982's $14.72 billion. Worldwide unit sales climbed 21.9 percent, from 1.47 million to 1.79 million for the quarter. GM pointed out that J-car sales climbed 39 percent and A-cars, 55 percent, over the year-ago period.

Overseas retail deliveries of 419,000 cars set a GM record for the first quarter and represented a gain of almost 19 percent over the first quarter of 1982.

GM said its dealer orders in the U. S. are at the highest level in three years. Since the beginning of the year, more than 29,000 GM employes have been recalled from indefinite layoff and another 16,000 are scheduled to return this quarter.

"The fundamentals are in place for a recovery year for the industry, and further improvement in GM's performance is anticipated as the economic upswing continues," the company said.

GM's cash and marketable securities exceeded $4.7 billion at the end of March, compared with $3.1 billion at the end of 1982 and $1.3 billion at the end of March, 1982.

Its working capital also increased significantly, from $1.6 billion at the end of March, 1982, to $1.7 billion at the end of 1982 and $2.6 billion at the end of the most recent quarter.

Biggest FTC case of year, chairman says

Early decision seen for GM-Toyota

By Kathleen Hamilton
Financial Editor

The FTC expects to decide on the General Motors-Toyota joint venture proposal within 60 days, Chairman James C. Miller III said last week.

He said he is pushing for what may be unprecedented public hearings on the linkup of the two auto giants. The case will be the biggest for FTC this year, he said.

Miller also told reporters before his speech to the Economic Club of Detroit that the FTC soon may file some suits against dealers who recently offered low-interest loans in manners the FTC believes is deceptive.

The FTC won't be judging the GM-Toyota joint venture as harshly as it would a potential merger, Miller said. The FTC's equivalent of the Justice Department's Herfindahl index, which analyzes the monopolistic potential of mergers, therefore will not be strictly applicable, Miller said.

The FTC's main criterion in analyzing the proposed joint venture to produce subcompacts in California will be the effect on consumers, Miller said.

Employment will also enter into the picture—not necessarily whether laid-off UAW workers at the Fremont plant will be rehired when GM and Toyota begin producing cars there, but the general effect of the joint venture on the nation's employment levels, Miller said.

Chrysler Corp. is the only auto maker to date that has officially objected to the joint venture, but other makers, including Japanese, have expressed similar concerns, he said.

Although he would not name which Japanese importers objected to the proposed linkup, he said these makers had concerns about their arrangement with U. S. makers.

The FTC has talked to virtually all Japanese auto makers on the issue, Miller said.

Although GM was in contact with the FTC about the potential agreement with Toyota before the papers were actually signed, Miller said this does not make an FTC approval a foregone conclusion. He said he does not believe GM benefited from this contact in drafting the agreement.

Miller said he believes statements by GM and Toyota that they would cancel their plans for a joint venture if faced with significant FTC disapproval.

On the issue of deceptive interest-rate ads by auto dealers, Miller said the problem is just about over. The FTC has sent out interpretations and examples to dealers and their trade groups.

In his speech to the Economic Club, Miller, an economist, decried government intervention to promote high-technology industries and protect declining basic industries.

The U. S. already has a reindustrialization policy under President Reagan, he said: Tax reductions, restraint of the growth of government spending, deregulation and stabilization of monetary aggregates.

Sounds of an Eagle

A Goodyear engineer prepares to measure the sound made by the company's new Eagle GT radial high-performance tire as it rolls on a 10-foot-diameter wheel mounted below the floor of a sound absorbing chamber.

Toyota and AMC granted waivers on diesel NOx

WASHINGTON. — Look for Toyota and American Motors to join the list of makers offering diesel options in their 1984 model year.

The two firms have just won EPA waivers of the critical 1984 oxides of nitrogen emission standards that will permit it.

AMC was given a waiver to the allowable limit of 1.5 grams per mile for a 1.6-liter diesel and Toyota received a waiver to a like limit for a naturally aspirated and a turbocharged 1.8-liter diesel it wants to market.

EPA said neither firm had developed emission control technology capable of meeting the 1.0 gpm NOx standard.

Waivers from that level to a maximum level of 1.5 gpm were established by Congress when it reauthorized the Clean Air Act in 1977.

index

Auction reports	34, 35
Automotive World News	25
Classified advertising	36
Editorial page	10
Engineering	14
Obituaries	42
Production by makes	47
Truck highlights	16

58th year — No. 4964

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Dept., 965 E. Jefferson Avenue, Detroit, MI 48207.

Big trucks due from Japan, dealers told

By Jack Walsh
Truck Editor

BOSTON. — America's big-truck dealers were warned here to prepare for the "Japanese problem" which long has plagued the nation's auto dealers.

In his keynote address at the 20th annual convention and exposition of NADA's American Truck Dealers Division, John B. Curcio, president, Mack Trucks, Inc., said:

"If you think the Japanese problem was something only your 'cousins' in NADA had to endure, I've got news for you. You're going to have the problem, too, and we all better prepare for it."

Curcio cited an interview in a Canadian newspaper in which he said the head of a major Japanese truck firm (Hino) "made their intentions clear." He quoted the executive:

"I think all of the diesel-truck manufacturers in Japan firmly believe that they can't expect any further growth in sales unless they enter the U. S. market—the U. S. market is the last and biggest market. The four major truck makers in Japan have virtually exhausted the rest of the international market with only the U. S. left untouched."

• Curcio told the dealers "you can be sure that when they come, it will be with the full and total support of their government, and I'll also guarantee you there is no way we will gain the same access to their home market."

Addressing the industry's current problems, he said the entire world is undergoing an economic transformation with "deep-seated effects that won't go away very easily."

"There will be no return to the world that we have per-

Continued on Page 20, Col. 4

Ford offers new tilting hood

A new optional tilting hood and fender front-end assembly will be offered on 1984 Ford F-Series medium and heavy trucks and B-Series school-bus chassis. The full-tilt hood provides easy access to the engine compartment for stand-up servicing, the company said.

1984 Class 6/7 Fords get new brake system

Ford Truck Operations will introduce a new hydraulic power-braking system for its 1984 Class 6 and Class 7 medium and heavy trucks.

The new Ford system meets federal requirements for a split brake system and is powered by an improved integral booster pump, eliminating certain undesirable characteristics of former vacuum booster systems, according to E. T. Mabley, Ford heavy truck development manager. It combines floating caliper front disc brakes with rear drum brakes.

"The new hydraulic brake system, with its spring-set, in-wheel parking brake, opens up many vocational applications previously limited to air-braked vehicles," Mabley said.

"The spring-set parking brake provides a stable platform with no driveline slack as required for boom, bucket, outrigger and cherry-picker equipped trucks. On fire trucks and other emergency vehicles, parking brakes can be released almost immediately upon engine start-up with no waiting for air pressure to build up.

"The inability of unauthorized persons to release the parking brake when the vehicle is shut down will appeal to school bus operators," he added.

"The dash-mounted control knob permits the application of parking brakes without wasted time and effort for rubbish removal, city delivery and other multi-stop operations. And the new system provides virtually unrestricted parking capability for automatic transmission equipped vehicles."

• Power source for the Ford Hydro-Max integral booster master cylinder is an engine-mounted, belt-driven hydraulic pump that delivers fluid under pressure. This activates the dual master cylinder, applying the service brakes.

Ford for 1984 also will introduce a new rear suspension system for tandem-axle highway tractors. Developed by Ford and

Continued on Page 23, Col. 1

Truck Dealer of the Year gets award

Richard L. (Rick) Warner, left, president, Rick Warner Ford, Salt Lake City, was presented the Truck Dealer of the Year award by Terry Sweeney, national automotive manager, Business Week magazine, sponsor of the award. The presentation took place at the 20th annual convention of the NADA American Truck Dealers Division in Boston.

Voice commands reduce fuel use in shifting gears

Trucks operating in heavy urban traffic can get optimum fuel consumption when drivers follow voice commands given by a gear-change indicator, according to its manufacturer, Econocruise Ltd., Rugby, England.

The Gearshift Programmer has a synthesized human voice which instructs the driver to "change up" or "change down" when engine and road speeds require a shift to maintain optimum efficiency. Units can be programmed to speak commands in any language. The efficiency curve of optimum change points for any specified engine is factory computed and fed into the unit's microcomputer.

Reportedly, the device can also reduce the possibility of engine damage that might result from inexperienced drivers.

The unit is fitted under the dashboard and wired into the radio speaker. It comes with an integral speed control system so the driver can select a maximum speed and, at the flick of a switch, maintain that speed without effort.

truck industry news

Light, medium trucks set pace

2-month registrations top year ago by 12 pct.

Two-month registrations of new trucks of all types in the U. S. were almost 12 percent higher than a year ago, with gains in two of the three market segments and four of the eight weight classifications.

R. L. Polk & Co. reported January-February tallies totaled 365,407 units, an increase of 11.9 percent over the 326,674 registered in the comparable period the previous year.

GVW Table on Page 32.

In February, there were 176,611 registrations, an increase of 3.2 percent over the year-earlier 171,075.

Heavy trucks—Groups 7 and 8 vehicles—were the only types to show a decline in the first two months of 1983. Sales and registrations of these units have been steadily declining since 1980, and the outlook for a significant upturn in the short term isn't too bright.

Registrations of medium trucks were higher than a year ago for the two months in spite of a small drop in tallies in February. Light trucks continued their strong showing, with Group 3 registrations the exception.

• Through February, light-truck registrations totaled 342,867, an increase of 13.8 percent over the year-earlier 301,410.

The Group 1 count was 15.1 percent higher than last year, from 167,590 units to 192,833. There were 149,741 Group 2 tallies this year, up 14 percent from the year-ago 131,409.

Group 3 registrations were off 87.8 percent for the first two months, from 2,411 units in 1982 to only 293. February was the second month in a row that the Group 3 count trailed the year-earlier count. In 1982, the tallies were higher than the previous year in each of the 12 months.

Registrations of medium trucks through February totaled 6,100 units, an increase of 7.7 percent over the year-earlier 5,666.

Fifty-three Group 4 trucks were registered in the first two

Continued on Page 31, Col. 4

IH regains lead by slim margin in HD registrations

International regained the lead in heavy-truck registrations in the U. S. in February, marking the first time since the same month a year ago that its totals have topped No. 2 Ford.

International tallies during the month exceeded Ford's by almost 200 units, and gave the former a 22-unit margin for the first two months of 1983.

Through February, according to R. L. Polk & Co. statistics, International had 3,995 Groups 7 and 8 registrations, compared with 3,973 for Ford.

The two-month industry total

Continued on Page 31, Col. 1

U. S. TRUCK REGISTRATIONS

TWO MONTHS, 1983 VS. 1982★

	2 Mos., 1983	Percent Share of '83 market	2 Mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
Ford	117,139	32.06	87,651	26.83	+ 5.23
Chevrolet	109,883	30.07	110,805	33.92	− 3.85
GMC	31,200	8.54	28,049	8.59	− 0.05
Dodge	30,108	8.24	30,678	9.39	− 1.15
Jeep	9,517	2.60	8,690	2.66	− 0.06
International	6,305	1.73	6,146	1.88	− 0.15
Mack	1,963	0.54	2,577	0.79	− 0.25
Plymouth*	1,285	0.35	1,924	0.59	− 0.24
Freightliner	1,136	0.31	1,119	0.34	− 0.03
Peterbilt	871	0.24	1,022	0.31	− 0.07
Kenworth	808	0.22	1,220	0.37	− 0.15
Mercedes-Benz	330	0.09	486	0.15	− 0.06
White	307	0.08	320	0.10	− 0.02
Volvo	208	0.06	59	0.02	+ 0.04
Autocar	91	0.02	104	0.03	− 0.01
Western Star	48	0.01	124	0.04	− 0.03
Miscellaneous**	54,208	14.84	45,700	13.99	+ 0.85
TOTALS	365,407	100.00	326,674	100.00	.....

★—No registrations for Oklahoma, 1983 and 1982.
* Plymouth trucks are Trail Duster, Voyager, Scamp, and Arrow.
**Miscellaneous includes Imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

TWO MONTHS, 1983 VS. 1982★

	2 Mos., 1983	Percent Share of '83 market	2 Mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
International	3,995	24.30	4,222	21.54	+ 2.76
Ford	3,973	24.17	4,161	21.23	+ 2.94
GMC	2,106	12.81	3,498	17.85	− 5.04
Mack	1,686	10.26	2,204	11.25	− 0.99
Freightliner	1,136	6.91	1,119	5.71	+ 1.20
Chevrolet	978	5.95	1,103	5.63	+ 0.32
Peterbilt	871	5.30	1,022	5.22	+ 0.08
Kenworth	808	4.91	1,220	6.23	− 1.32
White	307	1.87	320	1.63	+ 0.24
Volvo	208	1.26	59	0.30	+ 0.96
Autocar	91	0.55	104	0.53	+ 0.02
Mercedes-Benz	84	0.51	129	0.65	− 0.14
Western Star	48	0.29	124	0.63	− 0.34
Miscellaneous	149	0.91	314	1.60	− 0.69
TOTALS	16,440	100.00	19,596	100.00	.....

★Groups 7 and 8 trucks only; no registrations for Oklahoma, 1983 and 1982.

BEST AVAILABLE COPY

Automotive World News

Japanese notch one of every 10 new car sales in Europe

Nissan tops Toyota for leadership, mainly on its strength in the United Kingdom

By Richard Feast
European Editor

Japan's auto makers accounted for roughly one of every 10 new car sales in Europe in 1982. An analysis of registrations in national markets by AUTOMOTIVE NEWS reveals that while the Japanese made the deepest inroads into countries with no auto industry, they made the bulk of their sales in two highly industrialized countries: West Germany and the United Kingdom, where more than two of every five sales were made.

Nissan (Datsun) outsold its larger rival Toyota almost entirely on the strength of its popularity in the UK. The British importer of Datsun cars is the most successful Japanese car retailer in all of Europe.

The survey looks at Japanese performance in 12 important European markets. It does not take into account the large (1.686 million) Italian market because Japan's annual quota is restricted there to only 2,200 units.

Full make-by-make details were unavailable from three of the smallest-volume countries—Ireland, Greece and Portugal. Total markets for the three countries last year amounted to some 223,700, of which around 63,400 units (28 percent) were claimed by Japanese makers.

New car sales in the dozen countries surveyed amounted to 8,088,199 last year. Japanese manufacturers retailed just under 890,000, for 10.9 percent of total.

If the whole of western Europe is taken into account—including Italy, Ireland, Greece and Portugal—the total market reaches 9,997,900 units, with the Japanese accounting for 953,600 or 9.5 percent.

The distortion is provided by Italy which keeps such a rigid clamp on Japanese imports that France and the UK look benign in comparison.

Nissan's leading role in Europe came mainly on the strength of its UK presence (93,200). It also did well in Germany, Holland and France, were in Austria, Sweden, Norway and Denmark, where it was the leading Japanese make. But its numbers were best in Germany, which also was the top-

WHERE JAPAN SCORED IN EUROPE

Country (total market)	Daihatsu	Datsun	Honda	Mazda	Mitsubishi	Subaru	Suzuki	Toyota	Total (market share)
Austria (194,150)	422	12,671	3,020	18,788	4,205	3,130	2,528	8,354	53,118 (27.4)
Belgium (344,690)	1,644	12,908	11,435	12,564	11,644	1,080	1,793	21,102	74,170 (21.5)
Denmark (85,113)	1,072	4,403	770	8,064	1,011	235	.....	6,039	21,594 (25.4)
Finland (128,017)	535	18,604	3,599	6,557	4,084	11	831	11,208	45,429 (35.5)
France (2,056,490)	.....	17,726	9,143	15,383	4,032	.....	.....	13,515	59,799 (2.9)
Holland (406,774)	2,619	18,786	14,188	15,045	14,045	1,068	7,417	17,838	91,006 (22.4)
Norway (115,573)	869	8,715	4,443	14,765	3,721	1,020	.....	8,963	42,496 (36.8)
Spain (535,733)	579	941	1,111	1,321	675	182	794	1,872	7,475 (1.4)
Sweden (218,428)	1,396	6,282	4,459	10,800	1,504	.....	.....	8,288	32,729 (15.0)
Switzerland (292,667)	1,097	14,084	8,375	13,525	7,246	8,364	5,301	19,936	77,928 (26.6)
UK (1,555,027)	4,743	93,213	16,333	15,139	8,640	2,700	2,763	27,590	171,121 (11.0)
West Germany (2,155,537)	5,870	42,490	32,072	40,573	33,530	4,700	11,942	40,037	211,214 (9.8)
TOTAL (8,088,199)	20,846	250,823	108,948	172,524	94,337	22,490	33,369	184,742	888,079 (10.9)

This table, compiled from national and industry sources, shows Japanese car manufacturers' strengths and weaknesses in Europe. Figures are registrations for 1982. Missing are Italian statistics because Japanese annual sales there are limited to only 2,200.

Detailed registrations from three other small volume countries were unavailable: Ireland, Greece and Portugal. In Ireland the Japanese had about 29 percent of a 72,200 market. In Greece it was 45 percent of a 79,900 market, and in Portugal about 8.5 percent of 71,600 units.

France limits Japan to no more than 3 percent of the new car market. In the UK a long-standing "gentleman's agreement" puts the share at 11 percent.

The accompanying table indicates how closely the Japanese stick to their commitments — 2.9 percent in France and 11 percent in the UK.

where it outsold other Japanese makes. Its total of 250,800 was well ahead of 184,700 by Toyota, which was the leading Japanese car retailer in Belgium, Switzerland, Finland and Spain, and showed good sales in Germany, the UK and Holland.

Third in the rankings, not far behind, was Toyo Kogyo (Mazda) with 172,500. It's strengths

selling country for Daihatsu, Honda, Mitsubishi, Suzuki and Toyota.

Subaru's best market in terms of volume was Switzerland. Nissan's was the UK.

Germany (211,200) and the UK (171,100) absorbed the most Japanese cars, followed by Holland (91,000), Switzerland (77,900) and Belgium (74,100).

As for market penetration, Japan's was highest in Norway (36.8 percent) and Fnland (35.5 percent). In other markets it reached more than a quarter—Austria, Denmark and Switzerland—and in Belgium and Holland the proportion was over one-fifth.

It seems unlikely the Japanese presence in Europe will expand much from these broad levels, which have been in place for a number of years. Unfavorable exchange rates, a more competitive domestic industry, the existence of quota levels in many countries and governmental desire to protect key industries are some of the reasons.

However, a strengthening Japanese presence will be found over the next few years in other areas. Examples are the joint-venture production between Alfa Romeo and Nissan, Austin Rover and Honda, and Nissan and Motor Iberica on commercial vehicles in Spain.

There also is the prospect of General Motors increasing its light commercial-vehicle presence through its affiliate, Isuzu. Observers also are watching Ford which has been using Toyo Kogyo as a source for some of its "Fords" — including Greece but mainly in the Asia-Pacific.

Ford is known to have completed cost studies between its European plants and TK's, as well as costing the assembly of TK vehicles in Europe. It is understood that results of the studies prompted the company to investigate construction of a plant in Portugal. The future of this project has yet to be decided.

Nissan insists its ambitious plan to build a 200,000-unit-a-year factory in the UK has only been postponed.

The magic number is 11

Renault rolls out its new hatchback

By Richard Feast
European Editor

Renault really needed its 11 hatchback. Sales of the 9 sedan on which the 11 is based fully lived up to the French auto company's high hopes, but lagging interest in the 14 hatchback which the 11 will replace was proving embarrassing.

The 11 fits the market segment Renault calls M1 (lower middle range), competing in Europe with Opel Kadett, Volkswagen Golf, Ford Escort, Fiat Ritmo, Talbot Horizon and BL's Maestro. It is an important segment and, according to Renault, the only one in Europe showing signs of growth. In 1980 M1 took 26.9 percent of the total market, and boosted volume 15 percent from 1978 through '80. Renault believes that by the end of this year M1 sales will represent 32.1 percent of total, an increase in units of 38 percent over the six years. During that time the total European market ranged in size from 9.66 million in 1981 to 10.33 million in 1979.

The company sees several reasons for M1 growth. It identifies tough economic times which kept buyers from moving upmarket. Another factor was the heavy influx of new models such as Escort, Kadett and Renault 9. Another major model launch comes this fall — the VW Golf replacement.

Creating the 11 from the 9 allows Renault to cover the market sector with a wide variety of models. The 11 offers a choice of three- or five-door bodies, four- or five-speed manual transmissions and three-speed automatic, and four gasoline engines (48-HP 1.1-liter, 60-HP, 68-HP or 72-HP 1.4 liter). A diesel version, recently introduced in the 9, cannot be far away, either.

With five equipment levels the car was launched in France last month as an 11-model range. Top models are available with the most ambitious set of electronic aids seen in a European car. The package, comprising electronic instrument panel, voice synthesizer and hi-fi sound system with four 20-watt channels, costs the equivalent of $815 in France.

Renault believes hatchback bodies and electronics will appeal to "active, dynamic and

Renault believes the 11's hatchback body and a batch of electronics will appeal to young, well-to-do buyers.

lively" people who are younger and wealthier than 9 sedan buyers.

According to Michel Dubrulle, Renault's marketing director, the electronics package is essentially for Europeans. If acceptance is good it could go into the American Motors-made version of the 11, modified for U. S. requirements. "With electronics you can do so many things. The difficulty is making the best choice without confusing the driver," Dubrulle maintains.

When Renault introduced the 9 it spoke of producing 2,500 a day within one year. That was achieved. It's aiming for 3,300 a day by the end of this year for the 9 and 11 combined. European production plants are at Douai in northern France and Palencia in Spain.

Renault acknowledges that 11 will take customers from the 9, but believes they will sell in roughly equal numbers, and its flexible production facilities will be able to react swiftly to public demand.

In last year's French market the 9 jumped immediately to No. 2 on the best seller charts. By year-end it had sold just under 200,000 units for 9.7 percent of the market. With 9 and 11 combined, Renault is aiming for 15 percent.

Last year the 14 — the model 11 replaces — accounted for 2.1 percent of sales with 42,900 units. With no possibility of a diesel and without an automatic transmission, appeal was limited. It was outsold by the revised Citroen Visa II in France (95,100) and by imports Escort (60,200) and Golf (51,100).

Renault is looking for improved sales in Spain, where last year it was market leader with a 32 percent share.

While Renault sells very well in France, Spain and Italy — where it grabbed a staggering 11 percent with 185,400 sales — its weaknesses in Europe are West Germany and the United Kingdom, where it hopes the 11 improves its fortunes.

Last year Renault sold 83,900 cars in Germany, a 3.9 percent market share. Three years earlier the figures were 130,400, 5 percent. In the UK last year it sold 64,100 for 4.1 percent. In 1979 it was 93,500 and 5.5 percent.

Overall, Renault's business has steadily increased over the same period. In Europe it has done so on the strength of French, Spanish and Italian sales. The German and UK problems have to be solved if it is to stay on the same course.

BEST AVAILABLE COPY

PRODUCTION OVERSEAS

SPAIN
Cars

	12 mos., 1982	12 mos., 1981
Citroen	94,498	74,495
Fasa-Renault	296,107	269,029
Ford	222,026	248,045
General Motors	21,812	.....
Seat	240,005	204,847
Talbot	53,052	58,909
Total	927,500	855,325
Trucks, buses		
CAF	146	1,298
Citroen	36,335	30,075
Enasa	13,527	11,975
Fasa-Renault	31,306	29,062
Ford	7,521	5,706
Hispavinsa	3,152	3,056
Land Rover	13,380	14,711
Mercedes-Benz	12,232	14,238
Motor Iberica	18,196	20,247
Seat	6,120	1,781
Total	142,007	132,149
Total vehicles	1,069,507	987,474

SWEDEN
Cars

	12 mos., 1982	12 mos., 1981
Saab*	83,556	66,392
Volvo†	213,233	191,869
Total	296,789	258,261
Trucks, buses		
Scania**	20,912	25,207
Volvo**	33,362	30,287
Total	54,274	55,494
Total vehicles	351,063	313,755

*Includes assembly in Finland.
†Includes assembly in Belgium, but not Canada.
**Includes assembly in all other overseas operation

BELGIUM

	12 mos., 1982	12 mos., 1981
Ford	243,289	216,068
General Motors	355,625	306,449
Renault	182,413	181,959
Volkswagen	124,442	107,049
Volvo	44,572	39,698
Total	950,341	851,223
Trucks, buses		
Ford	34,167	31,530
Van Hool	558	506
Volvo	11,006	8,788
Total	45,731	40,824
Total vehicles	996,072	892,047

FRANCE

	2 mos., 1983	2 mos., 1982
Peugeot SA	235,292	217,301
Citroen	95,369	95,696
Peugeot	98,445	84,023
Talbot	41,478	37,582
Renault	258,478	241,402
Total	493,770	458,703
Trucks, buses		
CBM	18	19
Peugeot SA	18,088	23,750
Citroen	4,943	4,667
Peugeot	8,439	16,380
Talbot	4,706	2,703
Renault	28,349	37,862
Sovam	11	8
Unic	1,019	731
Total	47,482	62,370
Total vehicles	541,252	521,073

REGISTRATIONS OVERSEAS

FRANCE
Cars

	12 mos., 1982	12 mos., 1981
Alfa Romeo	31,761	24,923
BL	32,663	23,996
BMW	33,467	24,521
Chrysler	26	58
Datsun	17,726	13,882
Ferrari	140	110
Fiat Auto	101,212	82,485
Ford	132,815	101,332
General Motors	51,823	34,029
Honda	9,143	6,649
Innocenti	838	3,090
Lada	24,185	21,628
Mazda	15,383	12,568
Mercedes-Benz	17,853	16,256
Mitsubishi	4,032	3,213
Peugeot SA	621,979	606,573
Citroen	248,975	260,286
Peugeot	261,394	256,287
Talbot	111,610	90,000
Porsche	1,538	1,283
Polski	1,883	1,639
Renault	604,968	713,195
Saab	333	336
Skoda	3,845	3,892
Toyota	13,515	10,509
VAG	124,410	122,212
Volvo	10,897	9,789
Zastava	759	1,203
Others	57	54
Total	2,056,490	1,834,826

SWITZERLAND
Cars

	12 mos., 1982	12 mos., 1981
Alfa Romeo	8,542	8,467
American Motors	248	605
BL	2,804	2,716
BMW	12,797	11,466
Chrysler	15	36
Daihatsu	1,097	1,415
Datsun	14,084	16,590
Ferrari	247	171
Fiat Auto	24,943	25,782
Ford	23,692	23,635
General Motors	38,889	34,208
Honda	8,375	8,926
Innocenti	66	23
Lada	820	1,100
Mazda	13,525	15,482
Mercedes-Benz	6,544	5,144
Mitsubishi	7,246	6,250
Peugeot SA	23,968	28,067
Citroen	10,290	11,973
Peugeot	9,539	10,686
Talbot	4,139	5,408
Porsche	1,630	1,205
Renault	20,119	19,617
Rolls-Royce	87	113
Saab	1,327	1,624
Skoda	200	417
Subaru	8,364	9,684
Suzuki	5,301	2,965
Toyota	19,936	17,814
VAG	40,933	40,654
Volvo	5,973	5,759
Others	795	1,131
Total	292,667	291,066

SWEDEN
Cars

	12 mos., 1982	12 mos., 1981
Alfa Romeo	557	477
BL	17	55
BMW	3,644	2,909
Daihatsu	1,396	931
Datsun	6,282	4,307
Fiat Auto	4,094	3,294
Ford	22,407	21,128
General Motors	22,352	16,355
Honda	4,459	3,470
Lada	2,948	3,092
Mazda	10,800	9,439
Mercedes-Benz	6,300	5,696
Mitsubishi	1,504	1,881
Peugeot SA	5,483	6,333
Citroen	2,300	2,317
Peugeot	2,598	2,394
Talbot	585	1,622
Porsche	163	110
Renault	2,480	2,341
Saab	30,562	26,741
Skoda	405	319
Subaru	476	.....
Toyota	8,288	5,790
VAG	26,270	24,069
Volvo	57,522	49,766
Others	19	19
Total	218,428	188,522

SPAIN
Cars

	12 mos., 1982	12 mos., 1981
Alfa Romeo	1,376	1,427
BL	1,602	1,742
BMW	5,140	4,677
Datsun	1,027	993
Ford	81,234	70,292
General Motors	17,174	4,185
Mazda	1,255	951
Mercedes-Benz	7,570	7,881
Peugeot SA	92,563	102,625
Citroen	33,089	31,763
Peugeot	17,110	19,211
Talbot	42,364	51,651
Renault	171,593	160,439
Seat	141,809	136,041
Toyota	2,288	2,199
VAG	4,227	4,443
Volvo	1,816	1,896
Others	5,059	5,981
Total	535,733	505,822

PORTUGAL
Cars

	12 mos., 1982	12 mos., 1981
Alfa Romeo	650	492
BL	3,986	3,685
BMW	1,131	864
Datsun	1,956	3,719
Fiat	10,596	9,374
Ford	5,253	4,409
General Motors	5,370	5,099
Mercedes-Benz	734	651
Peugeot SA	13,636	13,335
Citroen	6,542	6,124
Peugeot	4,699	4,614
Talbot	2,195	2,597
Renault	23,196	20,672
Toyota	3,287	3,671
VAG	1,564	1,880
Volvo	966	929
Others	921	1,848
Total	73,246	70,608

FINLAND
Cars

	12 mos., 1982	12 mos., 1981
Alfa Romeo	63	48
American Motors	59	84
BL	85	225
BMW	2,520	1,585
Chrysler	66	360
Daihatsu	535	328
Datsun	18,604	15,202
Fiat Auto	7,109	8,302
Ford	12,450	10,321
FSO	354	571
General Motors	10,860	6,507
Honda	3,599	2,813
Lada	10,715	9,398
Mazda	6,557	3,219
Mercedes-Benz	3,103	2,551
Mitsubishi	4,084	3,447
Moskvich	485	268
Peugeot SA	9,588	7,957
Citroen	906	475
Peugeot	1,638	1,446
Talbot	7,044	6,036
Porsche	6	1
Renault	985	771
Saab	6,751	5,865
Skoda	3,638	2,879
Subaru	11	.....
Suzuki	831	.....
Toyota	11,208	9,528
VAG	6,380	5,539
Volga	19	22
Volvo	6,076	6,019
Wartburg	1,275	1,146
Others	1	5
Total	128,017	104,961
Trucks, buses		
BL	89	163
Daf	5	.....
Datsun	2,022	1,666
Fiat	405	429
Ford	1,579	1,559
FSO	191	19
General Motors	769	1,766
Hoilming	9	23
Isuzu	204	.....
Kamaz	5	1
Magirus-Deutz	14	21
MAN	19	25
Mazda	2	.....
Mercedes-Benz	1,594	1,553
Mitsubishi	235	182
Moskvich	200	396
Peugeot SA	550	400
Renault	95	117
Scania	834	1,000
Sisu	525	704
Suzuki	489	.....
Toyota	5,045	4,816
Volkswagen	1,481	1,265
Volvo	1,123	1,299
Others	6	6
Total	17,519	17,554
Total vehicles	145,536	122,515

WEST GERMANY
Cars

	2 mos., 1983	2 mos., 1982
Alfa Romeo	1,507	1,360
Bertone	65	.....
BL	806	523
BMW	22,991	19,343
Daihatsu	925	45
Datsun	5,977	4,863
Fiat Auto	14,189	15,775
Ford	39,371	34,937
General Motors	65,863	64,120
Honda	4,842	4,541
Lada	1,161	1,023
Mazda	5,144	4,785
Mercedes-Benz	38,079	34,799
Mitsubishi	4,729	3,972
Peugeot SA	12,067	13,839
Citroen	6,038	5,471
Peugeot	3,192	3,435
Talbot	2,837	4,933
Pininfarina	36	.....
Porsche	1,924	1,367
Renault	14,233	12,866
Saab	606	428
Skoda	203	230
Subaru	1,165	754
Suzuki	1,732	1,417
Toyota	6,749	5,148
VAG	92,196	100,329
Audi	23,621	18,834
Volkswagen	68,575	81,495
Volvo	2,135	1,756
Others	213	302
Total	336,908	329,316

UNITED KINGDOM
Cars

	2 mos., 1983	2 mos., 1982
Alfa Romeo	1,297	1,323
BL	54,219	39,962
BMW	3,780	4,600
Daihatsu	797	783
Datsun	11,402	13,374
Fiat Auto	7,677	7,917
Ford	98,306	71,040
FSO	602	400
General Motors	44,616	29,803
Honda	2,316	1,490
Hyundai	459	254
Lada	2,938	1,655
Lotus	93	68
Mazda	2,178	1,637
Mercedes-Benz	3,160	2,818
Mitsubishi	1,575	893
Peugeot SA	19,262	15,675
Citroen	4,640	4,245
Peugeot/Talbot	14,622	11,430
Renault	11,534	11,209
Rolls-Royce	174	205
Saab	1,708	1,835
Skoda	1,571	1,034
Subaru	380	292
Suzuki	517	590
Toyota	3,900	2,703
VAG	20,714	16,392
Volvo	11,459	8,705
Zastava	647	329
Others	921	737
Total	308,202	237,743

No gain in Spain from 'eased' barriers

Concessions affect only 3 percent of the market

The decision by Spain to ease its tariff barriers on cars from Common Market countries will not provide the bonanza that has been predicted in many European quarters.

The tariffs are still high and on a limited number of vehicles. The most that can be said for them is that they constitute an easing towards completely tariff-free barriers which will be necessary when Spain enters the Common Market in the mid-'80s.

The concessions negotiated between the European Commission and Madrid in the middle of last month will affect some 15,000 cars annually — or less than 3 percent of the Spanish market last year, for instance.

At present an EEC car exported to Spain carries an import levy of 36.7 percent. Spanish cars exported to EEC countries are subject to a tariff of 4.2 percent.

The figures go some way towards explaining why imported cars accounted for only 12 percent of a market which amounted to almost 536,000 last year. However, the proportion of imports in Spain has been growing steadily over the past few years.

By contrast, total Spanish car exports last year amounted to just over 495,000, or 53 percent of production. The vast majority were destined for EEC countries.

The country's leading exporter was Ford (158,000), followed by Renault-Fasa (134,200). Seat exported 124,800 vehicles, most of them as Panda models to be sold through the Fiat network as part of the divorce settlement between Seat and Fiat.

Spain's exports will be vastly expanded this year as General Motors' new Zaragosa factory begins turning out Opel Corsas (and Vauxhall Novas) in earnest.

Under the terms of the latest Brussels-Madrid accord, Spain will reduce the tariff on 5,000 cars in the 1.3 to 2-liter category to 19 percent, and on 10,000 cars in the 2 to 2.6-liter segment to 25 percent.

Companies which will benefit most from these reductions will be those with established sales networks in the country. In the main those are the companies which manufacture there—Ford, Renault, PSA and now General Motors.

The Volkswagen group, which is proposing an assembly link with Seat, will also be a beneficiary.

The easing of tariffs will also be seen with pleasure by Daimler Benz and BMW. Each sold around 5,000 units in Spain last year, which made them substantial importers.

The same applies to Volvo, which assembles in the Common Market country of Belgium even though it is basically a Swedish company. Last year Volvo sold 1,600 vehicles in Spain.

It was mainly the higher end of the market which remained buoyant as car sales in general slumped in Spain over the past few years. Last year proved the turning point, though, with sales increasing by just under 6 percent.

Sunshine in South Africa

Convertible Specialists, Gardena, Calif., reports it has developed a convertible top with power option for the Renault Le Car (R-5). The conversion is being done in South Africa for sale there and is being considered for Europe. It is not sold in the U. S.

On remaining '82s

Talk about price cuts: Rolls down by $14,000

By John A. Russell
New York Staff Writer

LYNDHURST, N.J.—In a move reflecting the current strength of the dollar against the British pound sterling, Rolls-Royce Motors has reduced the U. S. prices of all remaining 1982 models $14,000 to $18,000.

The largest reduction of $18,000 is on the sticker price of the Silver Spirit four-door sedan, cutting the car from $111,000 to $93,000.

The Silver Spur four-door sedan was reduced $16,000, from $119,000 to $103,000, while the Corniche convertible was reduced $14,000 from $162,500 to $148,500 and the Carmargue coupe from $158,600 to $144,600, a $14,000 reduction.

This is the first time since 1967 that Rolls-Royce has announced a major price reduction and, according to a company spokesman, the company may be the first importer to recognize the strength of the dollar against other world currencies.

George Lewis, president of Rolls-Royce Motors said the decision to reduce the prices was made "a couple of weeks ago" when the pound dipped below $1.50.

The reduction puts Rolls-Royce in its traditional pricing range of approximately 50 percent above the highest priced Mercedes-Benz, which is "where we should be," according to Lewis. Before the decreases, the Silver Spirit was twice as much as the highest priced Mercedes-Benz.

• In a previous interview with Automotive News, Lewis stressed the effect of the exchange rate on the cars. He said it had driven the price up "stratospherically."

Last week, he said the latest strategy was entirely local, meaning confined to the U. S., and was tied to the exchange rate.

Rolls-Royce sales in the U. S. declined last year to 908 units, 250 less than in 1981. To weather the slump in 1982, the company offered incentives to its dealers. They included floorplan assistance which boosted wholesale orders to over 1,000 for the year.

Lewis said that when the Silver Spirit moved into the six-figure pricing category, combined with high interest rates and the slump in the national economy, there was a sales problem.

Rolls-Royce's problems with the exchange rates were laid directly to the North Sea oil discovery which pushed the pound to $2.44 at its highest point. Since then, it has been gradually coming down.

The current price reductions affect only 1982 models since the 1983 models are not yet in dealer showrooms.

Lewis said the Corniche pricing reflects the '83 model, but pricing decisions on the Spirit and the Spur would wait until the company had enough cars to ship to dealers, which will be in another month. But he indicated the pricing philosophy would be followed through with those models.

Bentley has also benefited from the reduction with the Mulsanne four-door sedan dropping $17,900 to $92,470 and the Corniche convertible being reduced $13,960 to $147,990.

Lewis said there was a current inventory of 160 cars in the pipeline and 290 at the 70 dealerships. He said the norm is 130 cars at Rolls-Royce and between 200 and 220 at the dealerships.

2-month truck registrations top year ago by 12 pct.

Continued from Page 16

months, compared with only four a year ago. The 1983 Group 4 count was the highest since 1979, when 2,555 of these units were tallied through February.

Two-month Group 5 tallies were off 21.4 percent, from 145 units in 1982 to 114. The Group 6 total was 5,933 units, a gain of 7.5 percent over last year's 5,517.

• Heavy-truck registrations through February dropped 16.1 percent to 16,440 units, compared with 19,598 a year ago.

Group 7 tallies this year totaled 7,121 units, a decline of 14.4 percent from last year's 8,320. There were 9,319 Group 8 registrations, down 17.4 percent from the 11,278 units tallied in the first two months of 1982.

Through February, No. 1 Ford accounted for 32.06 percent of the industry total with 117,139 registrations. Its share was 5.23 percentage points higher than a year ago, when it accounted for 26.83 percent with 87,651 tallies.

Runner-up Chevrolet's two-month registrations were down slightly from last year when it was the industry leader, and its share of the industry total was off almost four percentage points.

Through February, Chevrolet tallies totaled 109,883, which accounted for 30.07 of the total. At the same time in 1982, Chevrolet had 33.92 percent of the count with 110,805 tallies.

IH regains lead by slim margin in HD registrations

Continued from Page 16

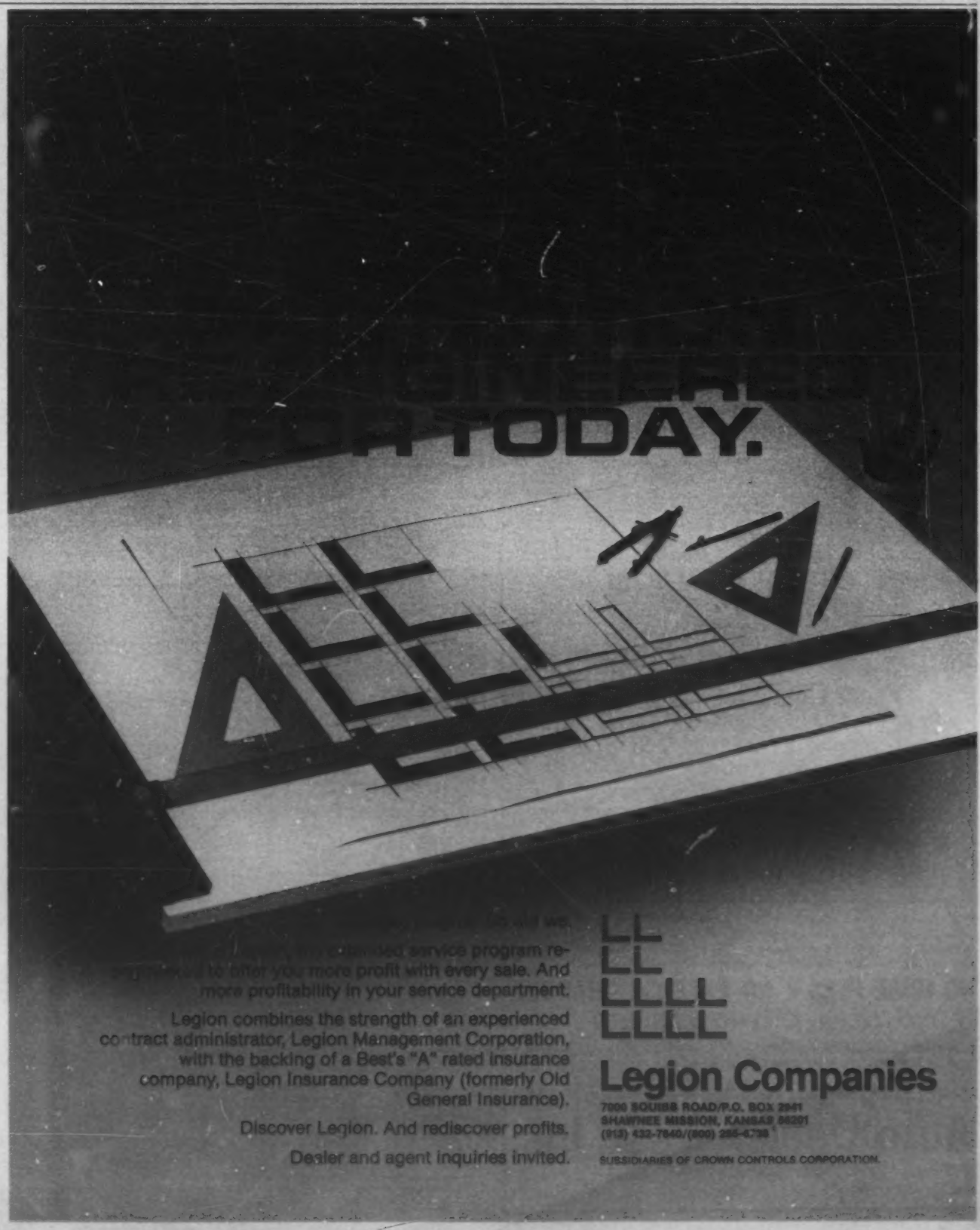
was off 16.1 percent from the like period a year ago, 16,440 versus 19,598. In February, 7,624 big trucks were registered, a decline of 18.6 percent from the year-earlier 9,371.

International and Ford shares of the total industry tallies for the first two months were up over 1982 and came at the expense of GMC, whose penetration dropped five percentage points from last year.

International registrations accounted for 24.30 percent of the total, a gain of 2.76 percentage points over 1982. Ford took 24.17 percent, 2.94 points higher than last year.

The GMC share for the first two months was 12.81 percent on 2,106 tallies, compared with 17.85 percent on 3,498 a year ago.

Last year at this time, GMC was working on a big order of medium trucks for the Ryder System. Group 7 registrations in the first two months of 1983 were 1,415, compared with 2,248 a year ago.


TODAY.
more profitability in your service department.
Legion combines the strength of an experienced contract administrator, Legion Management Corporation, with the backing of a Best's "A" rated insurance company, Legion Insurance Company (formerly Old General Insurance).
Discover Legion. And rediscover profits.
Dealer and agent inquiries invited.
Legion Companies
7000 SQUIBB ROAD/P.O. BOX 2941
SHAWNEE MISSION, KANSAS 66201
(913) 432-7640/(800) 255-6738
SUBSIDIARIES OF CROWN CONTROLS CORPORATION.

TST

NEW PRODUCT BREAKTHROUGHS

ACI-DOX

An effective answer to paint spotting from Acid Rain – fallout, cement, etc., without compounding. **Aci-dox's new unique cream formula** can remove stains from paint with **one simple application.**

TST 5000® WITH TEFLON®

With over 5000 Teflon® particles interlocked into every square inch of paint – positively **the finest, most effective paint sealant** available anywhere. No reapplications required with 5 year new car warranty. Fully tested and proven.

Straight Facts from the Leader in Automotive Protection.

FOR MORE BREAKTHROUGH INFORMATION:
Call or write
Total Systems Technology, Inc.
65 Terence Drive · Pittsburgh, PA 15236
(800) 245-4828 · In PA (800) 472-2775

Teflon® fluorocarbon resin, Registered Trademark of E. I. DuPont de Nemours Co., Inc.

An Ad in the Classified Section of

AUTOMOTIVE NEWS

Will get you quick action, and satisfactory results.

—ATTENTION—

CHRYSLER/PLYMOUTH OR DODGE DEALERS IN CALIFORNIA

- Is CASH FLOW taking your agency into dangerous waters?
- Have SALES leveled out and not increasing like they used to?
- Does PARTS & SERVICE gross profit no longer pay at least half the overhead?

IF YOUR ANSWER WAS YES TO ANY OF THE ABOVE QUESTIONS

—YOU CAN GET HELP—

WE GUARANTEE UP TO A 500% INCREASE IN SALES WITH OUR PROGRAM

We offer the Dealer cold, hard facts for a procedure that (1) Lets you discover and pinpoint your problem areas, (2) Gives you, the Dealer, personal control of your cash and profits and (3) Produces performance and results from **all** your employees, from the lot man on up.

NO HUGE FEES & NO EXPENSE CHARGES

You Pay Only For **RESULTS**

REGISTERED CALIFORNIA CHRYS./PLY. OR DODGE DEALERS ONLY

CALL NOW FOR A FREE HANDS-ON CONSULTATION

(707) 257-1933 or **(707) 253-8212** AFTER 6:00

Auto Dealer West, Inc.

"WHERE THE DEALER COMES FIRST"

2025 REDWOOD RD., SUITE #7, NAPA, CA 94558

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

TWO MONTHS, 1983 VS. 1982★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	Feb., '83	.....	.....	.....	.....	.....	.....	.....	62	62
	Feb., '82	.....	.....	.....	.....	.....	.....	.....	46	46
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	91	91
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	104	104
BROCKWAY	Feb., '83	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Feb., '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
CHEVROLET	Feb., '83	29,040	23,797	199	.....	21	315	479	57	53,908
	Feb., '82	33,654	24,155	984	.....	68	602	997	50	60,510
	Year to Date '83	60,036	47,675	286	.....	48	662	900	78	109,883
	Year to Date '82	60,203	46,563	2,150	.....	73	713	999	104	110,805
(Memo Units) #	Feb., '83	20,001	9,797	.....	.....	.....	.....	.....	.....	29,798
	Feb., '82	19,486	7,284	.....	.....	.....	.....	.....	.....	26,770
	Year to Date '83	41,185	18,282	.....	.....	.....	.....	.....	.....	59,467
	Year to Date '82	34,409	13,930	.....	.....	.....	.....	.....	.....	48,339
DODGE	Feb., '83	9,788	6,014	.....	.....	.....	.....	.....	.....	15,802
	Feb., '82	10,168	5,115	4	.....	.....	.....	.....	.....	15,287
	Year to Date '83	18,962	11,126	.....	.....	.....	.....	.....	.....	30,108
	Year to Date '82	20,229	10,438	11	.....	.....	.....	.....	.....	30,678
(Memo Units) #	Feb., '83	6,009	4,240	.....	.....	.....	.....	.....	.....	10,249
	Feb., '82	6,233	3,498	.....	.....	.....	.....	.....	.....	9,731
	Year to Date '83	11,855	7,885	.....	.....	.....	.....	.....	.....	19,740
	Year to Date '82	12,544	6,974	.....	.....	.....	.....	.....	.....	19,518
FORD	Feb., '83	19,797	34,330	.....	.....	.....	660	1,141	476	56,404
	Feb., '82	14,628	29,215	.....	.....	.....	789	1,470	533	46,635
	Year to Date '83	41,640	70,097	.....	.....	.....	1,429	2,942	1,031	117,139
	Year to Date '82	25,722	56,220	.....	.....	.....	1,548	2,913	1,248	87,651
(Memo Units) #	Feb., '83	14,611	13,613	.....	.....	.....	.....	.....	.....	28,224
	Feb., '82	5,463	9,947	.....	.....	.....	.....	.....	.....	15,410
	Year to Date '83	30,869	27,809	.....	.....	.....	.....	.....	.....	58,678
	Year to Date '82	10,141	19,516	.....	.....	.....	.....	.....	.....	29,657
FREIGHTLINER	Feb., '83	.....	.....	.....	.....	.....	.....	.....	582	582
	Feb., '82	.....	.....	.....	.....	.....	.....	.....	497	497
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	1,136	1,136
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	1,119	1,119
GMC	Feb., '83	6,375	7,432	7	.....	31	652	796	337	15,630
	Feb., '82	6,439	6,667	124	.....	24	255	966	554	15,029
	Year to Date '83	13,347	14,666	7	.....	65	1,009	1,415	691	31,200
	Year to Date '82	11,187	12,442	250	.....	71	601	2,248	1,250	28,049
(Memo Units) #	Feb., '83	3,708	2,776	.....	.....	.....	.....	.....	.....	6,484
	Feb., '82	2,955	1,720	.....	.....	.....	.....	.....	.....	4,675
	Year to Date '83	7,704	4,742	.....	.....	.....	.....	.....	.....	12,446
	Year to Date '82	5,036	3,263	.....	.....	.....	.....	.....	.....	8,299
INTERNATIONAL	Feb., '83	.....	.....	.....	.....	.....	832	694	1,111	2,637
	Feb., '82	.....	.....	.....	.....	.....	973	860	1,075	2,908
	Year to Date '83	.....	.....	.....	.....	.....	2,310	1,506	2,489	6,305
	Year to Date '82	.....	.....	.....	.....	.....	1,924	1,866	2,356	6,146
(Memo Units) #	Feb., '83	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Feb., '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
JEEP	Feb., '83	2,687	1,882	.....	.....	.....	.....	.....	.....	4,569
	Feb., '82	2,130	1,790	.....	.....	.....	.....	.....	.....	3,920
	Year to Date '83	5,190	4,327	.....	.....	.....	.....	.....	.....	9,517
	Year to Date '82	4,474	4,216	.....	.....	.....	.....	.....	.....	8,690
(Memo Units) #	Feb., '83	2,687	1,582	.....	.....	.....	.....	.....	.....	4,269
	Feb., '82	2,130	1,338	.....	.....	.....	.....	.....	.....	3,468
	Year to Date '83	5,190	3,613	.....	.....	.....	.....	.....	.....	8,803
	Year to Date '82	4,474	3,122	.....	.....	.....	.....	.....	.....	7,596
KENWORTH	Feb., '83	.....	.....	.....	.....	.....	.....	.....	364	364
	Feb., '82	.....	.....	.....	.....	.....	.....	.....	548	548
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	808	808
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	1,220	1,220
MACK	Feb., '83	.....	.....	.....	.....	.....	120	64	691	875
	Feb., '82	.....	.....	.....	.....	.....	193	58	830	1,081
	Year to Date '83	.....	.....	.....	.....	.....	277	117	1,569	1,963
	Year to Date '82	.....	.....	.....	.....	.....	373	102	2,102	2,577
MERCEDES-BENZ	Feb., '83	.....	.....	.....	.....	.....	150	49	.....	199
	Feb., '82	.....	.....	.....	.....	.....	166	52	.....	218
	Year to Date '83	.....	.....	.....	.....	.....	246	84	.....	330
	Year to Date '82	.....	.....	.....	.....	.....	358	128	.....	486
PETERBILT	Feb., '83	.....	.....	.....	.....	.....	.....	.....	372	372
	Feb., '82	.....	.....	.....	.....	.....	.....	.....	401	401
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	871	871
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	1,022	1,022
PLYMOUTH	Feb., '83	401	286	.....	.....	.....	.....	.....	.....	687
	Feb., '82	686	305	.....	.....	.....	.....	.....	.....	991
	Year to Date '83	759	526	.....	.....	.....	.....	.....	.....	1,285
	Year to Date '82	1,271	653	.....	.....	.....	.....	.....	.....	1,924
VOLVO	Feb., '83	.....	.....	.....	.....	.....	.....	59	41	100
	Feb., '82	.....	.....	.....	.....	.....	.....	13	10	23
	Year to Date '83	.....	.....	.....	.....	.....	.....	129	79	208
	Year to Date '82	.....	.....	.....	.....	.....	.....	36	23	59
WESTERN STAR	Feb., '83	.....	.....	.....	.....	.....	.....	.....	27	27
	Feb., '82	.....	.....	.....	.....	.....	.....	.....	69	69
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	48	48
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	124	124
WHITE	Feb., '83	.....	.....	.....	.....	.....	.....	.....	126	126
	Feb., '82	.....	.....	.....	.....	.....	.....	.....	174	174
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	307	307
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	320	320
MISCELLANEOUS*	Feb., '83	23,821	504	.....	48	.....	.....	13	83	24,267
	Feb., '82	22,067	500	.....	2	1	.....	20	148	22,738
	Year to Date '83	52,879	1,124	.....	53	3	.....	28	121	54,208
	Year to Date '82	44,504	877	.....	4	1	.....	28	286	45,700
TOTALS	Feb., '83	91,709	74,245	206	48	52	2,729	3,296	4,329	176,611
	Feb., '82	89,772	67,747	1,112	2	93	2,978	4,436	4,935	171,075
	Year to Date '83	192,833	148,741	293	53	114	5,933	7,121	9,319	365,407
	Year to Date '82	167,590	131,409	2,411	4	145	5,517	8,320	11,278	326,674

★—No registrations for Oklahoma, 1983 and 1982.
#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy Van, El Camino and Blazer; Dodge, compact trucks, Ford Econoline, Ranchero and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-6 and Commando. *—Miscellaneous includes Imports, Divco, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data

Tells Ohio group innovation is goal of Buick City

Reuss: Efficiency a must to compete

LAKE BUENA VISTA, Fla.—The American consumer is, at long last, returning to the marketplace — but as a far different consumer than business has seen before, said Lloyd E. Reuss, Buick general manager.

"The consumer has learned from the recent past as much as we have," Reuss told the 50th convention of the Ohio Automobile Dealers Assn., "so business will have to change its concepts to meet the demands of that changed consumer."

Reuss said, "The consumer has learned to prioritize his purchases, and he knows the increased competition in today's marketplace gives him the opportunity to buy only products of the highest quality, the most durability and reliability, those with superior overall value.

"And," he cautioned the dealers, "if you and I don't offer that quality and value, someone else will."

Characterizing the consumer of the 1980s and 1990s, Reuss said people will be buying only those products and services which best meet their individual needs. Efficiency of products also will be a prime factor in the buying decision but, with respect to automobiles, not only MPG efficiency.

"The question won't be 'How inexpensive is this car to operate?' but 'Does the car perform the duty cycle I want in the most efficient way possible?' So, the goal of the manufacturer must be to design vehicles for a variety of transportation needs, vehicles that meet each of those needs efficiently," he said.

• Underlying those consumer characteristics and demands, Reuss said, is one foundation of business success — the customer's total satisfaction with the goods and services offered.

Delivering that total customer satisfaction requires manufacturers to be more innovative than ever in their products, processes and procedures and in the ways they deal with people, he said.

Buick's definition of performance includes fuel economy, Reuss said, but it also means "acceleration, speed when it's needed, precise handling at all times, positive braking. In other words, total performance."

Innovation in the entire manufacturing process is the goal of Buick City, the manufacturing and assembly operation which will produce a new Buick passenger car for the 1986 model year.

"It's going to be the most technically, logistically and socially sophisticated complex in the world," Reuss said.

Buick City will employ just-in-time inventory supply. "This 'stockless inventory' has already been proven — compared to 1979, our 1982 inventories were reduced by $100 million," he said.

"But methods and machines are only a small step in the quality and customer satisfaction process," Reuss said. "The real determinant lies with the men and women of the organization.

"Some of our employes have told me Buick used to hire peoples' hands and backs, but that now we're using their minds, as well. And that's the essence of successful competition in our constantly changing environment," he said.

"ONE DAY SERVICE"
We are "1" of only eight authorized
AC DIESEL CRUISE CONTROL
repair centers in the USA.
DAYTON SPEEDOMETER SERVICE, INC.
AC Delco Service & Sales Center
660 N. Main, Dayton, Ohio 45405
National 1-800-543-9687
In Ohio 1-800-543-0719
Local (513) 222-1491
AN-8

factories list auction dates

American Motors

April 27—Southern Auto Auction, Warehouse Point, Conn.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Obetz, O.

April 28—Minneapolis North Star Auto Auction, Shakopee, Minn.

April 29—Concord Auto Auction, Acton, Mass.; Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

April 26—Harrisonburg Auto Auction, Interstate 81—Exit 52, Harrisonburg, Va.

April 27—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; Central States Auto Auction, 824 South Taft, Mason City, Ia.; Metro Auto Auction of Kansas City, 101 W. Oldham Parkway, Lee's Summit, Mo.; Northway Exchange, Route 146, Clifton Park, N. Y.

General Motors

April 26 — Dallas Auto Auction, Grand Prairie, Tex.

April 28 — Butler Auto Auction, Gibsonia, Pa.

Used Car Sales

Auction Averages

April to date	$5,036
Month ago	$5,010
Year ago	$4,711

Model breakdown

Auction Averages

	APRIL TO DATE	MARCH	FEBRUARY
1983.....	$ 9,252	$10,292	$12,350
1982.....	8,073	8,112	7,711
1981.....	6,097	6,046	5,989
1980.....	5,395	5,195	5,013
1979.....	4,512	4,589	4,398
1978.....	3,481	3,496	3,293
1977.....	2,828	2,837	2,378
1976.....	1,921	2,232	1,773
Overall Average	$ 5,036	$ 5,010	$ 4,733

it's the only way we could top the new design of America's favorite sports cars. The convertible top provides a striking difference for two already extraordinary cars.

You can offer these full four passenger convertibles in a choice of ten color coordinated tops available with the standard convertible top or with rear portholes (no extra charge) that meet 1984 federal regulations. You're assured of quality construction with the added assurance of heat sealing at the seams and windows. Flush fitting latches fit snugly so the sun visors maintain their flush fit. Priced from $3395 on volume purchases.

Licensed manufacturers and distributors are located throughout the U.S. including Pompano Beach, FL, Newington, CT, Fraser, MI, Louisville, KY and Blaine, WA. Drop shipment is available to all plants for conversion.

Choice territory is still available for selected builders and dealers. Builder and dealer inquiries are invited.

Watch for the introduction of the 1983 Convertible Corvette, currently in the prototype phase of construction.

DUQUET-SAWDY INC.
Speciality Car Specialists
4415 East 8 Mile Road
Warren, Michigan 48091
(313) 757-6534

MANUFACTURERS
GEOFFREY MICHAELS, Fraser, MI
Auto Glass Preston, Louisville, KY
East Coast Van, Newington, CT
Phillips Motor Car Corp., Margate, FL

DISTRIBUTORS
Convertible Concepts, Blaine WA
Deluxe Trim, Southfield, MI

DEALERS
Michigan:
Berger Chevrolet
Bernie Hout Chevrolet
Tessler Pontiac
Dick Morris Chevrolet
Art Moehn Chevrolet
Mike Maher Chevrolet
Buff Whelan Chevrolet
Jack Webb Chevrolet
Wisconsin:
Broadway Chevrolet
Tasch Chevrolet
Hall Chevrolet
Gustman Chevrolet
Suburban Chevrolet
Bergstrom Chevrolet

Special Thanks: Joe Morrison Jr., Chevrolet Sales Mgr., Detroit Zone.

Total is 132,387, a dip of 2 pct.

Auto production slips for week

By Patricia Hoffman
Staff Writer

Last week's domestic car production was down 2.86 percent from the previous week's total, but it was up 12.48 percent from that of the comparable 1982 period.

The makers targeted output last week at 132,387 cars, down from the previous week's 136,287, but up from 117,703 built the same week last year.

Breakdown for last week by company was: General Motors, 57.40 percent; Ford Motor, 24.55 percent; Chrysler Corp., 13.29 percent; American Motors, 2.51 percent; Volkswagen of America, 1.60 percent and Honda, 0.65 percent.

Year-to-date, the manufacturers have finished 1,901,639 units, a 30.95 percent gain from last year's 1,452,142.

The GM Oklahoma City point, source of Citation, Celebrity and Century models, was idle last week (April 18) for plant rearrangement. The facility phased out Citation production and will resume today (April 25) with Celebrity and Century.

Ford's Kansas City plant remained closed last week for changeover to Tempo and Topaz. Assembly of Fairmont and Zephyr ended there March 14. Production of the new cars is slated to begin May 2.

Ford's St. Louis and Chicago facilities will work two nine-hour shifts Monday through Friday this week and worked two eight-hour shifts last Saturday (April 23). In addition, the Lorain plant will work two 10-hour shifts Monday through Friday this week.

GM's Willow Run plant, source of Omega and Skylark, is closed this week (April 25) for inventory adjustment. The plant is scheduled to reopen May 2. About 4,500 workers will be temporarily laid off.

Six GM assembly lines worked overtime last Saturday (April 23): Arlington, Baltimore, Doraville, Norwood and the LeSabre and Regal lines at Flint. The LeSabre line worked one eight-hour shift while the Regal line worked two eight-hour shifts.

All Chrysler plants will operate on overtime this week. Belvidere, Jefferson and Newark will work two nine-hour shifts Monday through Friday. Jefferson also worked two eight-hour shifts last Saturday (April 23).

Hoopla and high hopes greet Tempo/Topaz Job One

Continued from Page 3

ment, a major $1 billion step in the strengthening of our North American Operations."

Poling said those operations are showing a profit for the first time in about four years.

• Robert White, president of the UAW in Canada, had a quip or two.

"Glad to see you're in the black, Harold," he told Poling in reference to concessions his union has made recently.

White also had what he called a suggestion for future collective bargaining.

"After seeing the enthusiasm here this morning, I think perhaps we should have time set aside every Monday morning for a band concert," he said.

He also noted that the plant's 39 robots — more than in any other Ford plant—were not on hand for the festivities.

White took advantage of the occasion to blast Japanese car makers as he has in the past. He said he expects that the Canadian government soon will be urged by a study committee on which he sits to get tough with the Japanese.

"We'll tell the Japanese, 'if you want to sell here you've got to build here—there are no two ways about it,'" he said.

After the roll-off, Poling said he expects no swift jump upwards from a persisting industry annual car sales level of around 6 million units.

"By the end of the year we could be at a 9.5 million to 10 million unit rate," he said.

Fraser to teach after leaving UAW

DETROIT. — UAW President Douglas A. Fraser will join the faculty of Wayne State University as University Professor of Labor Studies after he retires as UAW President next month.

Fraser will join the faculty on a part-time basis. He has also accepted a teaching position at the University of Michigan.

Truck production holds at 48,854; all plants work

With all truck assembly plants reported working for the second consecutive week, last week's output was about the same as the previous week's total.

Last week, the truck manufacturers scheduled 48,854 units, compared with the previous week's 48,543, and output rose 4.47 percent from 46,765 built in the comparable 1982 period.

So far this year, the makers have finished 650,934 trucks, a 10.60 percent gain from last year's 588,537.

Saturday overtime was scheduled last week at General Motors' Pontiac point.

Monday through Friday this week, Ford Motor Co.'s Twin Cities plant will work two nine-hour shifts; the Michigan Truck plant in Wayne will work one nine-hour shift, and the Lorain van plant will work two 10-hour shifts.

Chrysler's St. Louis and Warren points are slated to work one nine-hour shift daily this week with no Saturday overtime.

Volkswagen of America announced that production of pickups at its Westmoreland point will continue into May. Pickup production had been scheduled to end April 21 with no date set for resumption.

Canadian output climbs 32 pct.; Tempo-Topaz roll

Last week's Canadian auto output jumped 32.25 percent from the previous week's total as production of the new Tempo and Topaz models got underway at Ford Motor's Oakville assembly point. First-week production of the new models was 970.

Also helping boost last week's total was the return of Ford's St. Thomas facility following downtime for inventory control.

The makers scheduled 25,287 cars last week, up from 19,121 built the prior week, and up 20.15 percent from 21,046 units in the comparable 1982 period.

Year-to-date, the car manufacturers have finished 300,905 units, an 11.07 percent gain over last year's 270,915.

Truck production for the week was targeted at 11,979, a 2.58 percent drop from the previous week's 12,297, and down 8.92 percent from last year's 13,152.

So far this year, there have been 156,766 trucks assembled, down 2.50 percent from 160,786 built in the comparable period last year.

Job One of the Tempo/Topaz line was built last week at Ford's Oakville car assembly point. The facility was idled two months for the changeover from the Ford Crown Victoria previously built there.

Tempo-Topaz production currently is 25 per hour on two shifts. It is scheduled to rise to 60 an hour on two shifts within six to eight weeks.

Also back in production was Ford's St. Thomas car plant following two weeks of downtime due to overstocked inventory. St. Thomas, source of the Ford Escort, EXP, Lynx, and LN7 models, will begin assembly of the 1984 Crown Victoria and Grand Marquis models in December. The two standard-sized cars are currently built at Ford's St. Louis facility which is working overtime to keep up with market demand.

U. S. CAR PRODUCTION

	Week Ended April 23, 1983	Week Ended April 24, 1982	Week Ended April 18, 1983	April to Date	Jan. 1 to April 24, 1982	Jan. 1 to April 23, 1983
AMERICAN MOTORS	3,329	1,400*	3,355	9,327	18,085*	53,479
AMC Total	—	—	—	—	—	4,071
Concord	—	—	—	—	—	3
Eagle	—	—	—	—	—	4,068
Renault Total	3,329	—	3,355	9,327	—	49,408
Alliance	3,329	—	3,355	9,327	—	49,408
CHRYSLER CORP.	17,600	15,735	19,182	58,236	183,938	247,199
Plymouth Total	6,000	6,866	6,936	20,252	77,255	92,263
Horizon	2,799	2,728	2,629	7,962	23,851	30,918
Reliant	3,200	4,138	4,189	12,011	53,404	60,259
Caravelle ('83)	100	—	118	279	—	1,086
Chrysler Total	4,400	2,808	4,649	14,295	34,097	57,506
LeBaron	2,000	2,808	2,188	6,441	34,097	27,309
Chrysler E-Class	2,400	—	2,461	7,854	—	30,197
Dodge Total	7,200	6,061	7,597	21,689	72,587	97,430
Omni	2,700	2,306	2,508	7,223	22,376	30,906
Aries	3,900	3,255	3,364	9,365	40,232	43,583
Dodge 400	700	500	848	2,550	9,979	10,004
Dodge 600	800	—	877	2,551	—	12,937
FORD MOTOR	32,496	31,384	32,452	93,603	302,294	441,379
Ford Division	22,114	20,792	22,121	62,962	186,540	290,630
Escort	7,122	8,457	5,923	17,206	83,084	81,679
Fairmont	—	3,567	—	—	29,820	23,728
Mustang	3,419	3,803	3,398	8,542	34,131	40,952
LTD/Granada	3,935	3,504	4,595	13,161	28,798	56,451
Thunderbird	5,275	1,264	6,135	17,251	8,785	59,159
Crown Victoria/Ford	2,341	—	2,073	6,780	—	27,631
EXP	22	197	—	22	1,922	1,030
L-M Division	10,382	10,592	10,331	30,641	115,754	150,749
Mercury Total	8,891	8,502	8,665	25,815	84,952	118,844
Lynx	2,009	2,585	1,460	4,585	25,118	20,704
Capri	653	760	680	1,674	9,048	7,325
Zephyr	—	1,055	—	—	9,507	8,601
Marquis/Cougar	1,701	1,791	1,781	5,320	14,890	21,074
Cougar/XR7	2,676	360	3,147	8,959	2,916	26,462
Gr. Marquis/Marquis	1,845	1,839	1,597	5,270	22,952	34,355
LN7	7	112	—	7	521	323
Lincoln Total	1,491	2,090	1,666	4,826	30,802	31,905
Continental ('82)	150	418	166	496	6,690	5,900
Lincoln	975	1,050	1,084	3,103	12,841	15,212
Mark VI	366	622	416	1,227	11,271	10,793
GENERAL MOTORS	75,996	69,084	78,521	226,635	915,776	1,121,180
Buick Division	18,243	14,361	18,544	53,073	215,681	263,769
Skylark	3,035	3,101	3,067	6,102	39,736	30,084
Skyhawk J	1,203	—	1,460	3,964	22,327	21,544
Century	2,581	2,289	2,583	8,695	38,449	48,856
Regal	5,290	4,567	5,337	15,923	55,720	77,609
Buick	5,197	3,433	5,156	15,582	49,585	73,573
Riviera	937	969	941	2,807	9,864	12,103
Cadillac Division	6,182	5,662	6,248	18,879	75,464	106,880
Cimarron	284	—	283	1,089	1,401	7,892
Seville	738	606	745	2,223	7,738	11,468
Eldorado	1,560	1,524	1,569	4,684	20,220	24,719
Cadillac	3,600	3,532	3,651	10,883	46,105	62,801
Chevrolet Division	22,029	25,718	24,294	68,150	273,115	334,842
Chevette	4,120	6,149	4,370	8,490	58,378	62,196
Cavalier	5,788	1,400	6,488	18,417	29,679	68,656
Celebrity	—	2,246	2,000	4,578	16,673	21,296
Camaro	4,235	5,046	3,653	11,989	66,274	56,669
Citation	—	4,788	594	2,577	43,786	32,223
Malibu	3,289	3,334	3,475	9,880	26,802	44,647
Monte Carlo	2,891	1,677	1,706	6,452	15,785	28,252
Chevrolet	1,306	470	1,389	3,933	6,401	15,175
Corvette	600	608	619	1,834	9,337	5,728
Oldsmobile Division	20,661	12,800	21,468	62,838	241,044	301,432
Omega	2,025	1,695	2,006	4,031	26,394	21,632
Firenza	1,183	—	1,349	3,643	23,615	14,050
Cutlass	5,400	2,548	6,285	17,945	61,655	88,810
Cutlass/Ciera	4,741	2,556	3,571	13,298	36,252	54,156
Oldsmobile	6,567	5,461	7,507	21,684	82,514	110,062
Toronado	745	540	748	2,237	10,614	12,722
Pontiac Division	8,881	10,543	7,969	23,695	110,472	114,257
Acadian†	—	493	536	536	3,400	5,357
2000	2,140	1,350	2,131	6,306	6,402	27,915
1000	1,480	883	1,261	2,741	3,836	13,195
Firebird	1,967	2,743	1,780	5,646	36,232	27,797
Phoenix	850	1,082	—	1,699	9,316	9,120
G. Prix/B'ville ('83)	2,444	3,305	2,261	6,767	46,807	30,873
A6000	—	687	—	—	4,479	—
HONDA	860	—	801	2,451	—	8,442
VOLKSWAGEN	2,115	—	1,976	6,124	30,938	29,960
CHECKER	—	100*	—	—	1,100*	—
Total Cars, U. S.	132,387	117,703	136,287	394,376	1,452,142	1,901,639

CANADIAN CAR PRODUCTION

	Week Ended April 23, 1983	Week Ended April 24, 1982	Week Ended April 16, 1983	April to Date	Jan. 1 to April 24, 1982	Jan. 1 to April 23, 1983
AMERICAN MOTORS	800	608	820	2,269	8,382	8,799
CHRYSLER CORP.	5,032	3,465	4,856	15,594	51,933	70,329
FORD MOTOR	5,910	9,326	568	6,774	86,784	50,015
GENERAL MOTORS	13,320	7,422	12,652	38,835	120,384	168,252
VOLVO	225	225	225	675	3,432	3,510
Total Cars, Canada	25,287	21,046	19,121	64,147	270,915	300,905
N. American Cars	157,674	138,749	155,408	458,523	1,723,057	2,202,544
N. American Trucks	60,833	59,917	60,840	175,701	749,323	807,700
North American Cars and Trucks	218,507	198,666	216,248	634,224	2,472,380	3,010,244

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended April 23, 1983	Week Ended April 24, 1982	Week Ended April 16, 1983	April to Date	Jan. 1 to April 24, 1982	Jan. 1 to April 23, 1983
CHEVROLET	16,544	14,807	15,946	49,661	201,176	224,363
DODGE	3,000	3,124	3,250	9,474	40,132	40,496
FORD	19,262	19,268	19,187	51,999	205,337	257,044
GMC	5,638	5,829	5,704	17,231	74,553	77,453
INTERNATIONAL	1,025	1,167	1,024	3,074	15,748*	14,572
VOLKSWAGEN	235	—	220	681	5,776	1,691
JEEP	2,100	1,520*	2,162	4,262	24,910	19,565
AM GENERAL	50*	50*	50*	150*	690*	750*
MISCELLANEOUS	1,000*	1,000*	1,000*	3,000*	20,200*	15,000*
Total Trucks, U. S.	48,854	46,765	48,543	139,532	588,537	650,934

CANADIAN TRUCK PRODUCTION

	Week Ended April 23, 1983	Week Ended April 24, 1982	Week Ended April 16, 1983	April to Date	Jan. 1 to April 24, 1982	Jan. 1 to April 23, 1983
CHRYSLER CORP.	2,882	2,545	2,732	8,612	30,466	42,212
FORD MOTOR	2,924	3,613	2,985	8,881	39,555	39,685
GENERAL MOTORS	6,160	6,729	6,335	17,942	86,888	72,600
INTERNATIONAL	243	265	245	734	3,877	2,269
Total Trucks, Canada	11,979	13,152	12,297	36,169	160,786	156,766
N. American Trucks	60,833	59,917	60,840	175,701	749,323	807,700

†—New includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

C2700-1

Automotive News

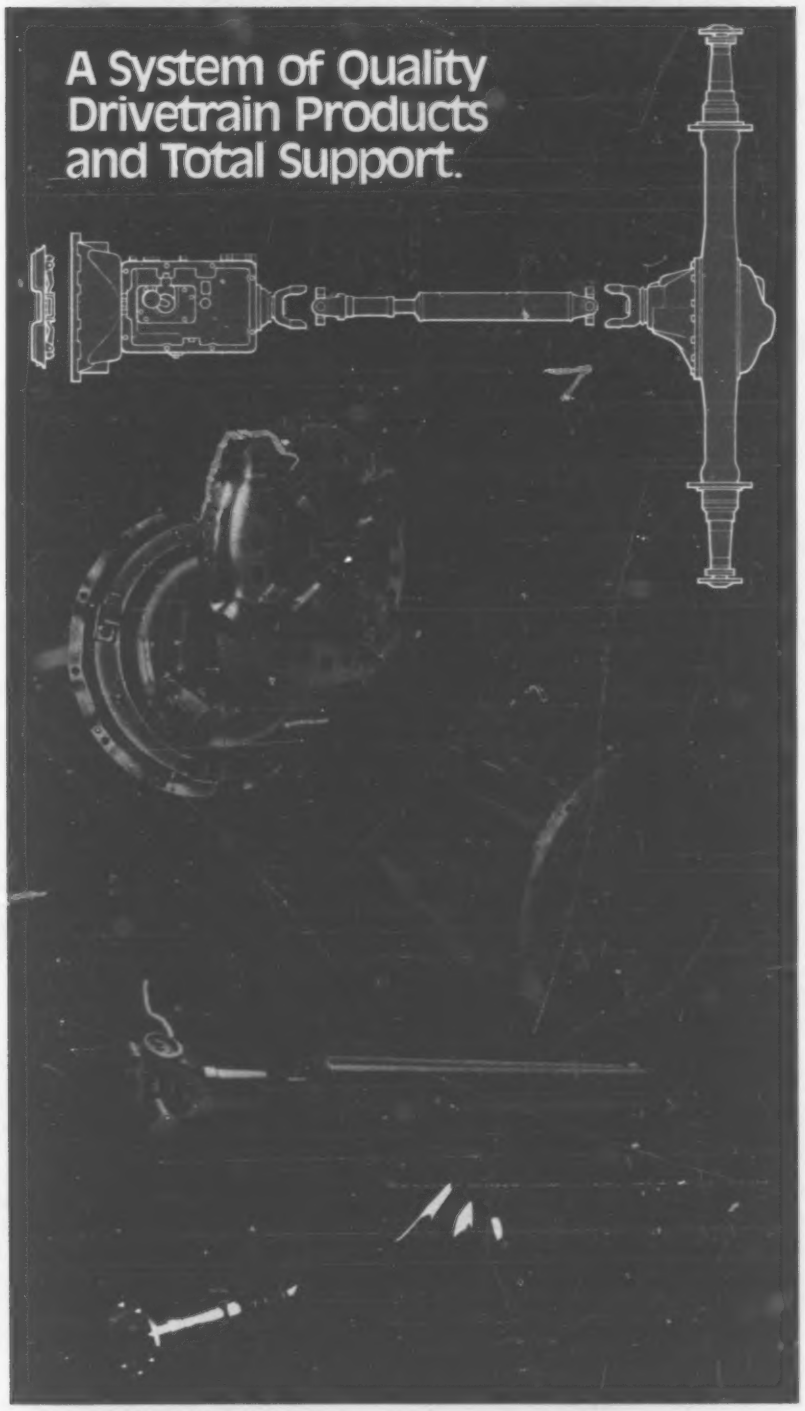
Detroit, April 27, 1983

© Entire contents copyright, 1983, by Crain Automotive Group, Inc. All rights reserved. Reproduction or use of editorial content in any manner without permission is strictly prohibited.

58th year—$40 per year, this issue $20.00 per copy

1983 Market Data Book Issue

MEETING YOUR NEEDS.



The Spicer® System is a complete package of medium duty components, specing assistance, technical service, service parts and training.

How the System works:

Drivetrain Components
■ Spicer clutches, transmissions, drivelines and axles are specifically designed to work together to meet the demanding requirements of medium duty service.

Specing Assistance
■ Spicer sales representatives work with all the components, so you need only **one** supplier to assist in specing the complete drivetrain.

Technical Service
■ Spicer service specialists know how each component works and how they work together. You receive fast field service from **one** source.

Service Parts
■ Spicer Regional Service Centers stock replacement parts for all four drivetrain components. **One** OE or dealer phone call results in same-day shipment of emergency parts.

Training
■ Your personnel learn how to service each component and maintain the entire drivetrain from **one** source.

The Spicer System works for you with Value and Performance.

Dana Corporation
Spicer Heavy Truck
Marketing
P.O. Box 8440
Toledo, Ohio 43623

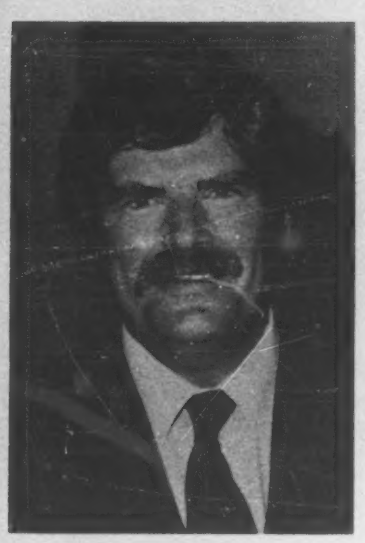
SPICER®

DANA

SPICER: THE SYSTEM THAT WORKS.

AN
DC20014CNGLIAQ QEA FMJT M
ACQ EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
WASHINGTON DC 20014

Historic patterns, emerging trends



A lot happened to the automotive business on the way to 1983. It tripped over a staggering U. S. and world economy, and motor vehicle sales in most nations fell again in 1982.

Yet, throughout the past year, the industry continued to make some of the most momentous changes in history in the design, manufacture, marketing and sales of cars, trucks and components.

A lot also happened to the Automotive News Market Data Book on the way to '83. Take a good look. The annual issue has been reorganized and restyled to help readers more easily find and use key statistics, records and information on the past automotive year.

Contents are divided into 10 specific sections. Charts and graphics are easier to read and interpret. The goal is to give you clearer insight into what's what, who's who and why in an industry that is becoming more complex and increasingly global in scope.

Over the years, the Automotive News Market Data Book, by putting a premium on information, has become recognized as the most all-inclusive annual source of motor vehicle facts and figures, used not only by those in the industry, but by government officials, educators, financial institutions and the media. In that role it plays an important part in Automotive News' position as the industry's top communicator.

The Market Data Book is more than a compilation of statistics. Mindful reading and analysis of the data and charts will help define historic patterns and future trends. That's important to those who need to understand the changes the motor vehicle industry—manufacturers, dealers, suppliers—is experiencing.

You will find the 1983 Market Data Book issue to be a valuable and continuing source of information throughout the year.

Keith E. Crain

Keith E. Crain
Publisher and Editorial Director

CONTENTS

PRODUCTION 3
With few exceptions, world vehicle manufacturers suffered production declines in 1982 as a result of a delayed economic recovery.

SALES/REGISTRATIONS 19
U. S. new-car sales dropped in 1982, but imports increased their market share and retail truck sales were the best since 1979.

PRODUCTS/SPECIFICATIONS 41
Pictures, specifications and product information focus on 1983 model domestic cars, trucks and imported vehicles.

PRICES 63
Here are the facts on retail prices of 1983 model vehicles sold in the U. S. by make, body style and market class.

OPTIONS/EQUIPMENT 69
Buyers of new cars in 1982 shifted demand for a number of options and equipment items.

MANUFACTURERS 85
Motor vehicle manufacturers suffered through a period of extremely difficult financial and business conditions in 1982.

DEALERS 97
For franchised new car and truck dealers, 1982 was a year of sales incentives, from rebates to reduced interest-rate programs.

SUPPLIERS 103
Continuing refinement of vehicle designs and use of new materials and manufacturing processes presented a challenge to suppliers in 1982.

DIRECTORIES 111
Who's who in the industry—from top executives and auto company management rosters to automotive associations and buyers' guides.

ETCETERA 199
Check out trends in used car prices, scrappage rates, new-car inventories and auto shipments across the U. S.-Canadian border.

Automotive News
The weekly newspaper of the industry

Established in 1925
Published every Monday by Crain Automotive Group, Inc., a Division of CRAIN COMMUNICATIONS, INC.
DETROIT, MICH. 48207

Cable Address—TWX 810-221-5122 AUTNEW
965 East Jefferson Ave. Telephone 313-567-9520

NEW YORK	WASHINGTON	CHICAGO	LOS ANGELES	AKRON
10017	20004	60611	90048	44313
220 E. 42nd St.	515 Nat'l. Press Bldg.	740 Rush St.	6404 Wilshire Blvd.	34 North Hawkins Avenue
212-210-0100	202-638-5300	312-649-5256	213-651-3710	216-836-9180

CRAIN AUTOMOTIVE GROUP, INC., a Division of CRAIN COMMUNICATIONS, INC.

Mrs. G. D. Crain Jr. — Chairman; S. R. Bernstein — Chairman, Executive Committee; Keith E. Crain — Vice-Chairman; Rance Crain — President; M. K. Crain — Treasurer; M. P. Crain — Secretary.

ABC ☆ABP

1983 MARKET DATA BOOK ISSUE

Keith E. Crain
publisher and editorial director
Robert M. Lienert
editor
John K. Teahen Jr.
managing editor

MARKET DATA BOOK STAFF:
Richard A. Wright, assistant managing editor; **Mary Cavanagh,** consultant; **Kathleen Hamilton,** financial editor; **Jack Walsh,** truck and recreational vehicle editor; **Francis J. Gawronski,** service editor; **Roger Rowand,** engineering editor; **Richard Feast,** European editor; **Joseph J. Bohn,** marketing editor; **Edward Lapham,** senior editor; **Marjorie Sorge,** labor editor; **Al Fleming,** industry editor; **Jim Piegue,** staff writer; **Jenny King,** staff writer; **Patricia Hoffman,** staff writer; **Mary Beth Mayer,** staff writer; **Helen Kahn,** Washington bureau chief; **Jake Kelderman, Miles Moore,** Washington staff writers; **John A. Russell,** New York staff writer; **Matt DeLorenzo,** Los Angeles reporter; **Maria Meli, Susan Barkume-Larson,** editorial assistants; **J. Ian Stewart,** art director

ADVERTISING:
Detroit—M. Reid MacGuidwin, director of marketing; **Philip L. Buck**
New York—Howard Bradley, manager; **Thomas J. Collins**
Chicago—William Gallagher, manager; **James R. Farnan Jr.**
West Coast—James S. Mills, manager
Akron—Dale E. Van Houten
Sales Promotion—Penelope A. Geismar, manager; **Marianne MacGuidwin,** asst.

PRODUCTION:
Robert C. Adams, manager

TYPOGRAPHY AND COMPOSITION:
Larry Williams, mechanical superintendent; **Jim Abbamonte, Vincent Aglus, William Beers, Larry Bennett, Donald M. Berkseth, John J. Cadarlu, John B. Cooll**

58TH YEAR—NO. 4965
Automotive News (ISSN 0005-1551) is published weekly except semi-weekly fourth week in April at 965 E. Jefferson Ave., Detroit, Michigan 48207. Second-class postage paid at Detroit, Michigan, and at additional mailing offices.